

AAAPC Subcommittee Report for AGMDate: 17th August 2023

Subcommittee	Membership Engagement
Name of group lead/chair	Flora Hui Shakira Onwuka (currently on hiatus)
Activities and achievements over last 12 months (dot points)	<p><u>Members:</u> Flora Hui, Shakira Onwuka, Phyllis Lau Chan, Katelyn Barnes, Melis Selamoglu, Sharon Leitch, Tim Stokes</p> <p><u>Key Achievements</u></p> <ul style="list-style-type: none"> • AAAPC brand refresh – new logo, new website look, ensure consistent branding for website/newsletter/communications • Supported the 2023 conference with Twitter, Comms activities • Hosted a networking event with EMCA subcommittee at 2023 conference • Supported promotion of AAAPC activities: membership survey, medal nominations, AGM, EMCA mentoring program • Hosted 2 webinars since AGM with focus on including a speaker from NZ to increase engagement with NZ members (2 scheduled in September), promote to SAPC members • Increased ME subcommittee size (including 1 new NZ member) • Twitter: <ul style="list-style-type: none"> ○ Over the last year, we've had >100K impressions (numbers of times our tweets were seen by someone) ○ Gained 69 new followers
Please highlight future plans and/or issues of concerns (dot points)	<p><u>Focus</u></p> <ul style="list-style-type: none"> • Finish updating member pack and registration process to encourage subcommittee participation • Ongoing targeted recruitment strategy for NZ members • Ongoing targeted recruitment strategy for disciplines other than general practices • Continue to build Twitter profile, consider Twitter strategy, potentially again explore other social media avenues(?) • Continuing to develop promotional strategy for the Aboriginal and Torres Strait Islander & Māori and Pacific Peoples scholarships • Help improve visibility of AAAPC activities to members (i.e., advocacy etc)